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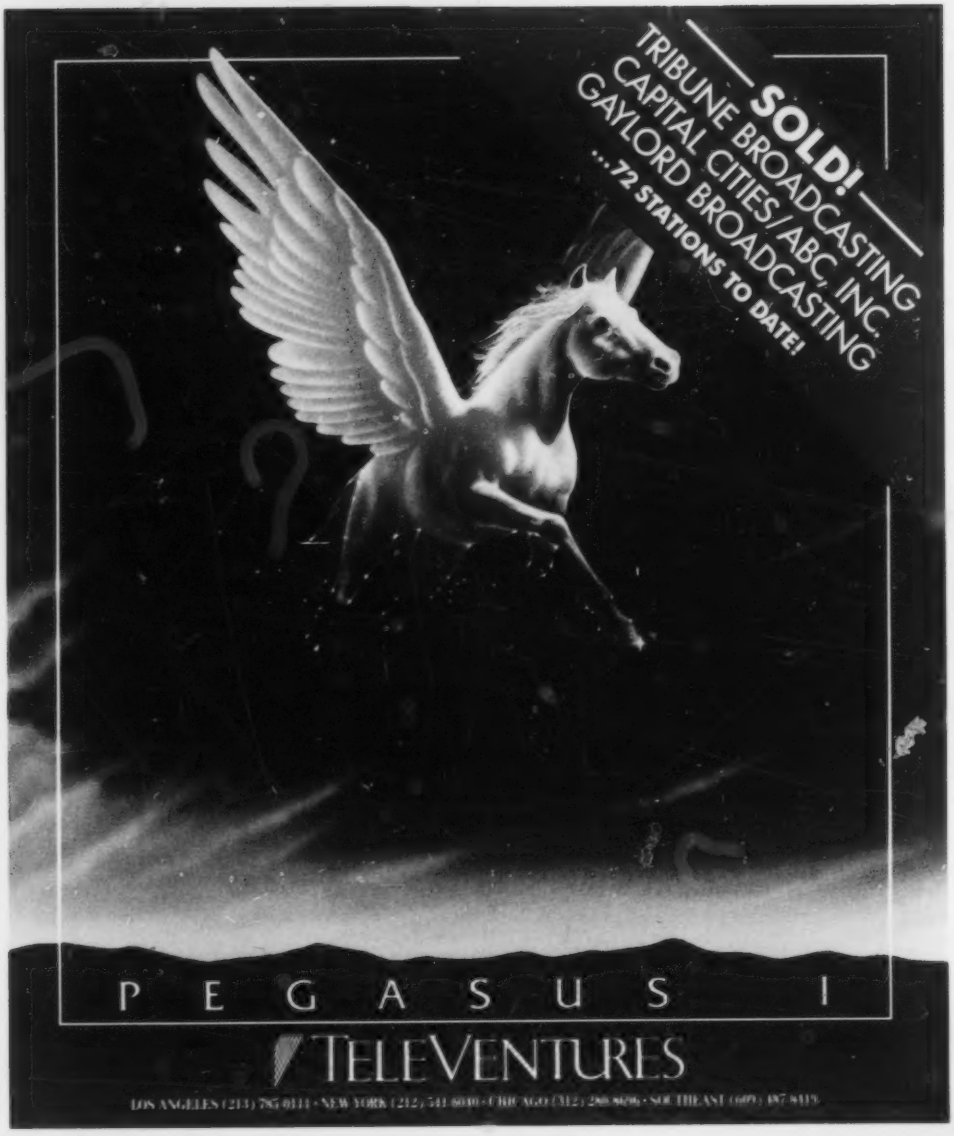
RADIO TELEVISION CABLE SATELLITE

Broadcasting Aug 15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Strike fallout...

ABC, NBC and CBS fill post-strike, interim fall schedules with broad mix of movies, mini-series, specials, sports and series. **PAGE 35.**

Rogers deal...

Electrical utility company buys Rogers Communications' U.S. cable properties for $1.265 billion. **PAGE 37.**

Vanna White in NBC's 'Goddess of Love'

Growing cable muscle...

Cable's increasing financial clout and International Olympic Committee's willingness to consider separate rights packages for CATV make cable serious competitor for many events of 1992 summer Olympics in Barcelona, Spain. **PAGE 38.**

38/*HOLLYWOOD TREMORS*

Mergers and buyouts are prevalent in Hollywood production community. As one analyst says: List of reorganizing firms "is endless."

44/*TICKET PRICES*

BROADCASTING's annual survey finds rights to professional and

Redskin's Doug Williams

college football games in 1988-89 season costing Fifth Estate estimated $616 million.

41/*SUGAR RAY ON PPV*

Pay per view is expected to earn close to $10 million from Sugar Ray Leonard boxing match in November.

40/*ABC NEWS ON A&E*

Arts & Entertainment Network and ABC News strike programing deal for weekly series.

54/*NO WINNERS*

Damage from 22-week writers' strike is estimated at $150 million in lost revenue; observers see no victors.

57/*RADIO '88*

National Association of Broadcasters holds its annual radio convention in Washington this year; more than 6,500 are expected to attend Sept. 14-17.

58/*RADIO'S ROLE IN NEW ORLEANS*

Radio coverage of Republican convention will not differ much from attention paid to Democrats in Atlanta; observers note that advances in satellite transmission are making raw audio feeds more easily available to affiliates than they were in 1984.

59/*DOUBLE TALK AND MORE*

Arbitron estimates some 715 pairs of stations have taken advantage of FCC's elimination of limits on AM/FM simulcasting. With duplication of programing have come lowered costs and boost for some AM stations. But some say there is less diversity in marketplace.

61/*STAGE TWO*

ATS subcommittee begins preparations for second report on high-definition TV transmission standard.

62/*EDGING UPWARD*

Through improved production and more emphasis on research and development, Harris Corp.'s broadcast division says it can recapture lost shares of foreign and domestic markets.

72/*CABLE THREAT*

NBC President and CEO Robert Wright says that continuing influx

Robert Wright

of cable into homes is further destabilizing broadcast networks' position in marketplace.

65/*MIAMI SLICE*

CBS buys VHF independent, WCIX(TV) Miami, from TVX Broadcast Group for $59 million, increasing network's direct reach to 20.8% of TV households.

69/*UNDER SCRUTINY*

Senate report says political influence problem exists at CPB; recommends giving money directly to stations.

70/*EMPTY BENCH*

Judge James Skelly Wright, praised for his promotion of civil rights and author of landmark rulings that helped shape nature of Fifth Estate, dies at age 77.

95/*CABLE ADVOCATE*

Hogan & Hartson's Jay Ricks passed on piloting and politics, choosing law, where he has helped to pave way for cable's growth.

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BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,913	287	5,199
Commercial FM	4,085	565	4,650
Educational FM	1,339	297	1,636
■ Total Radio	10,337	1,149	11,485
FM translators	1,585	435	2,020
Commercial VHF TV	543	18	561
Commercial UHF TV	501	200	701
Educational VHF TV	119	6	125
Educational UHF TV	215	30	245
■ Total TV	1,378	254	1,632
VHF LPTV	106	163	269
UHF LPTV	282	1,143	1,425
■ Total LPTV	388	1,306	1,694
VHF translators	3,067	109	3,176
UHF translators	2,179	348	2,527
ITFS[2]	250	114	364
Low-power auxiliary	824	0	824
TV auxiliary	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL[3] & intercity relay	2,836	166	3,002

CABLE†	
Total subscribers	45,000,000
Homes passed	71,500,000
Total systems	8,000
Household penetration†	51.1%
Pay cable penetration	28.6%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 88.6 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.

action were considered good, but Tim Wirth (D-Colo.) says he may amend measure, which could complicate prospects for passage. Wirth is drafting alternative proposal (with more stringent requirements) to House bill (BROADCASTING, Aug. 8) which is expected to draw opposition from broadcasters. NAB says it won't fight House bill, but would oppose any amendments that might occur when Senate acts. Moreover, Justice Department has written Senate Majority Leader Robert Byrd (D-W.Va.) opposing House legislation and promising to recommend presidential veto (BROADCASTING, Aug. 1). Office of Management and Budget released statement opposing bill prior to House action, but stopped short of recommending veto.

Bill is product of negotiations between Subcommittee Chairman Ed Markey and NAB and proposes commercial limits in children's programs of 10½ minutes per hour on weekends and 12 minutes on weekdays. Measure has undergone considerable revisions and excisions, among latter language requiring broadcasters to air one hour per day of informational and educational programing and provisions to curb so-called program-length commercials.

Comparative Renewal

FCC took first step toward revamping much-maligned comparative renewal process, launching combined rulemaking and inquiry at June 23 meeting aimed at making it easier for broadcasters to win comparative renewal hearings and discouraging groups from using process to "extort" money from broadcasters.

The FCC proposed limiting payments broadcasters can make to challengers in settlements of comparative renewal proceedings and to groups in exchange for withdrawal of petitions to deny renewals. In addition, it proposed requiring fuller ownership and financial disclosure information from competing applicants, clarifying standards that broadcasters must meet to win "renewal expectancies" and reconsidering some criteria used in comparative hearings, particularly diversity of ownership.

FCC stopped short of proposing two-step renewal process, by which FCC would first decide whether to renew license before considering competing applicants.

Talk of reform comes as thousands of radio and television stations file for renewal over next few years. Most prominent comparative renewal case, involving CBS's WBBM-TV Chicago, was settled two weeks ago when CBS agreed to pay only legal expenses of challenger, Center City, in exchange for its dropping of challenge. Settlement followed FCC administrative law judge denial of most of Center City's discovery requests. FCC has also ordered comparative renewal hearing for Viacom's KMOV-TV St. Louis and WWOR-TV New York and is preparing orders affecting several other television stations.

Compulsory License

FCC is conducting inquiry into cable compulsory license, and may have "front burner" item ready for action in late summer or early fall. If views of FCC Chairman Dennis Patrick are guide, inquiry could lead to recommendation that Congress abolish license, although Patrick has acknowledged that abolishing it for carriage of local stations would create some practical problems.

Reexamination of license on Capitol Hill could occur in context of broadcasters' efforts to resurrect must-carry requirements there. House Telecommunications Subcommittee member John Bryant (D-Tex.) has offered legislation (BROADCASTING, April 4) to condition compulsory license on whether cable operator is carrying local broadcast signals. Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) offered similar measure in June (BROADCASTING, June 20). NAB television board has directed staff to investigate all aspects of compulsory license as part of joint board's consideration of must-carry issues. In comments on license inquiry, cable generally supported retention of license while program producers opposed it. NAB softened its long-standing opposition, arguing that license should be left alone for time being.

Crossownership

■ *Telco-cable*—FCC has tentatively concluded it should recommend Congress lift cross-ownership ban on telephone companies providing cable television service in their service areas. Commission, which made proposal at its meeting Wednesday, July 20, will seek comments on subject, as well as on separate considerations to loosen its own regulatory restrictions on crossownership. FCC move follows National Telecommunications and Information Administration report on cable television regulation that recommended that telephone companies be allowed to serve as transporters of others' programing in telcos' own service areas (BROADCASTING, June 20). They should be allowed to provide "video dial tone" to anyone with program to offer, though not programing of their own, in NTIA's view. At present, not only FCC regulations and 1984 Cable Act but also modified final judgment issued by U.S. Judge Harold Greene in his

tling on the ISB technique with the C-Quam pilot. This will avoid rendering existing C-Quam gear obsolete, since there are dimensional stereo effects between the two systems. The real negotiation is over participation in whatever windfall might result in chip royalties and manufacturing profits with rapid industry acceptance of a superior uncontested standard. Think of the upside for Motorola, Kahn/Hazeltine, and an AM industry no longer held hostage in mono.—*Dennis Jackson, president and chief operator, WREF(AM) Ridgefield, Conn.*

Star lineup

EDITOR: Star Communications, which was not included in your July 25 special report on radio, provides both long- and short-form radio programing on a barter basis, including the nationally syndicated *The Sports Final*, a one-hour sports wrap-up delivered live via satellite seven days a week at 11:07 NYT. *The Sports Final* is heard in 24 markets. A weekly two-hour sports-oriented broadcast, *The Las Vegas Sportsline*, offered every Friday night, begins Sept. 2. *Sportsline* will feature a preview of the weekend's sports activities, delivered live by satellite at 9:07 NYT.

A number of one-minute programs are also available from Star: *The Business of Sport, Travel Tips, Tooth Talk* and the regional *The Red Sox Report*. A weather service featuring personalized reports and updates is also offered.—*Tom Star, president, Star Communications, East Boston, Mass.*

Networking

EDITOR: There is a need for a strong, independent organization for disabled journalists throughout the entire country to share employment information with disabled people who want to enter the exciting journalism fields in the mass media. Thousands of disabled journalists are enrolled in our colleges and universities who desire to enter the world of work in the mass media, but no one had been willing to bring those people together with the ones who have already achieved their goals.

As a visually impaired college major in this exciting field, I am forming a new organization to unite those two groups to insure better employment and educational opportunities in the media professions. Those who share this need for this type of organization can contact me at 484 Hammond Drive, Griffin, Ga. My telephone number is (404) 228-6491.—*David B. Shapiro, Griffin, Ga.*

Shaw fan

EDITOR: Truthfully now. Isn't it time that CNN pit Bernard Shaw in head-to-head competition against Brokaw, Jennings and Rather, in a solo anchor half-hour at 7 p.m. Eastern and again at 7 p.m. Pacific?—*Richard Dodds, Smyrna, Ga.*

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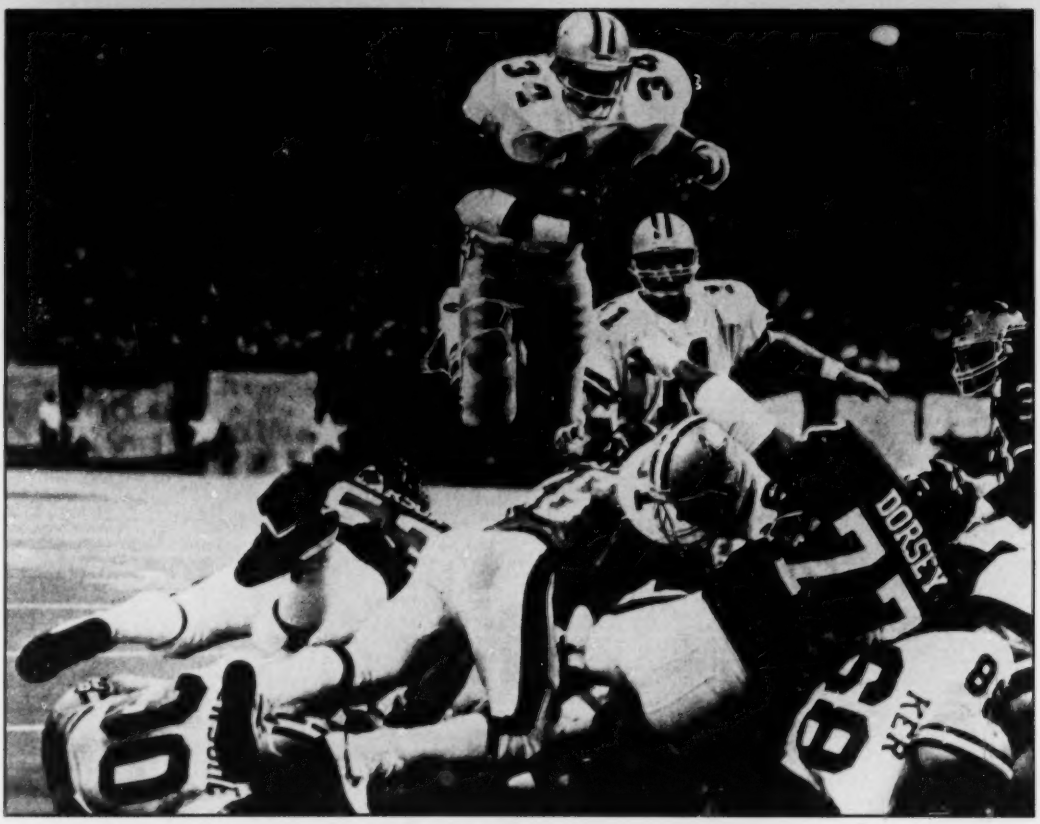
FOOTBALL

1988



Football rights pass $600 million

The Fifth Estate will pay an estimated $616 million this year for the rights to professional and college football games in the 1988-89 season, according to BROADCASTING's annual tally of national and local rights figures. That is well above 1987, when the total was $570 million. Since 1984, when rights fees dropped 6.7% from $536.6 million to $501 million, rights had been climbing, with a 6% rise in 1985 to $530 million and a 7.5% increase to $570 million in 1986.

With no escalations in the contract, pro football rights figures held steady for the broadcast television networks. CBS paid $150 million, NBC $120 million and ABC about $135 million. Additionally, NBC will pay about $17 million for the rights to the Super Bowl, and NBC and CBS will each pay about $6 million for each of the eight AFC and NFC post-season games. In total, the broadcast TV networks will pay $470 million for their games.

In the second year of a three-year, $153-million contract, ESPN will pay $51 million for the rights to eight regular season games and four preseason contests, up from $46 million in 1987. It will pay $56 million in 1989-90.

On the college level, ABC, CBS and ESPN are in the second year of four-year packages that will total about $45 million for 1988-89. CBS will carry 17 regular season College Football Association games and two bowl games, including the Sugar and Cotton Bowls. At least two will appear in prime time, with the rest on Saturday afternoons. CBS will reportedly pay about $16 million for the rights to 17 CFA games. ESPN will carry 27 CFA games this season plus the Gator and All-American Bowls. It was reported to have also paid about $16 million for the rights to those games.

The 1988 season marks the second year of a four-year agreement for ABC to carry Big 10/PAC-10 Conference football, after ABC relinquished its College Football Association schedule before last season to CBS. ABC will pay about $12.5 million this year for the Big 10/PAC 10 games, with the conferences splitting the proceeds according to a formula based on ratings. This also marks the first year that ABC will be carrying the Rose Bowl, which will make a neat fit with the Big 10/PAC 10 games. ABC was reported to have paid about $10 million per year for a nine-year Rose Bowl contract.

Local broadcast outlets will pay $38.4 million for radio and TV coverage of the NFL this season. That includes $9.4 million in rights for preseason games on television, up from the $8.4 million paid in 1987. Local radio rights will increase from $26.5 million in 1987 to $30.1 million.

The advertising picture for the early season remains in some turmoil, as the writers' strike diverted advertisers toward prime time sports. "If an advertiser is looking to buy reliable ratings and there is a strike on," said one network executive, "what way is there for him, that he can depend on, to reach an audience? And the answer is sports." For example, ABC is almost completely sold out for *Monday Night Football*, with sources reporting the program as much as 95% sold. CBS and NBC are also reported to be well sold throughout the latter part of the season—with estimates as high as 90% during that period—but with many spots still remaining in September.

That hesitation for the early part of the season is caused by an unusual quantity of quality prime time sports this fall. In addition to ABC's *Monday Night Football*, there is ESPN's Sunday night games, NBC's summer Olympics and World Series coverage and CBS's U.S. Open Tennis all providing outlets for advertisers. However, sources at advertising agencies say that those spots will most likely be sold long before the regular season begins.

Sources at advertising agencies report that what has been sold was selling at attractive unit prices. Estimates were for increases in the mid- to high-single digits over last year. One agency source said that NBC is probably falling a little below those estimates, and spots will increase by about 5% to 6%. On a cost-per-thousand basis that probably translates to an increase in the 10% to 12% range, a moderate increase from the single-digit CPM growth of last year.

According to one ad agency executive, advertising time, particulary network advertising, has just come to the end of an adjustment period from a time of high growth. The main factors in the

slowdown of advertising costs is the erosion of audience share from the networks, which, when combined with other factors such as low inflation have helped to hold down cost increases.

CBS vice president of sales, Jerry Dominus, says that his network is close to being sold out. Dominus reports that there are still some spots available for September, but the remainder of the season is about locked up. Dominus said the cost for advertising was "up, up" for the year but declined to quantify the increases. Dominus agreed that the reason for the slowness in September was "a lot of competition for money," with the Olympics and World Series on NBC and ABC's *Monday Night Football*, there is a tremendous amount of sports programing available and only so much money to go around.

NBC Sports president, Arthur Watson, said that with the Olympics and the World Series combined with the effects of the writers strike, NBC will already be in the strongest prime time position of any of the networks. Combined with its regular season and post-season AFC coverage, including the Super Bowl, he expects NBC Sports to have one of its best years ever. "There's nobody close," he said.

Watson said during the early part of the season, when its crews will be stretched, it will bring back veteran sportscasters Curt Gowdy and Al DeRegatis to cover some of the games. Merlin Olsen will continue to handle the nationally broadcast game. Watson said that having so many crews around the world was a logistical nightmare, but one that had been solved. "If we aren't organized by this point," he said, "we never will be." He said there will be no reduction in coverage of the games.

ABC's *Monday Night Football* will return with the same broadcast team as last year with Frank Gifford hosting, Al Michaels doing play-by-play and Dan Dierdorf handling color. ABC was widely said to have benefitted most, advertising-wise, from the writers strike with the powerful track record of *Monday Night Football*. Agency sources said ABC had sold well over 90% of the available slots and was probably close to being sold out.

ABC also announced its "Spectacular September" schedule of seven college football games, which features seven Associated Press top 10 teams of 1987 playing seven New Year's Day bowl game teams.

CBS will have new announcers on board this year, with Dan Fouts and Gary Fencik joining its team. Lead announcers will again be John Madden and Pat Summerall. CBS has the strongest schedule in terms of advertising potential because it carries NFC games, with the largest markets. That is counterbalanced against its college football schedule, which will suffer this year, especially in comparison to its extremely strong year last season and Olympics coverage on NBC cutting into its audience. Vice president of programing, CBS Sports, Jay Rosenstein, said that because of the crossover arrangement with ABC, when Big 10/PAC 10 teams play at home against CFA teams, ABC, which has the contract with Big 10/PAC 10, gets to carry the game.

CFA president, Dave Ogrean, said that since the turnaround last year when CBS and ABC switched partners with ABC covering Big 10/PAC 10 games and CBS taking over the CFA, a calm has settled over the production of the games. "Everyone is now through a new year in that relationship," he said, "and everyone is very comfortable."

Last year, CBS's contract with the CFA broke new ground when it farmed out the below-the-line production to F&F Productions, St. Petersburg, Fla. This year F&F will again handle the physical production of the telecast from camera and crews to mobile studios and satellite time. CBS's above-the-line talent will include a production crew that will again be headed by Michael Burks and the on-air talent for the college games will again be headed by Brent Musburger and Pat Haden.

With the second year of its contract with the NFL, ESPN is more comfortable with its broadcasts, no doubt because its ratings were, as one broadcast network executive said, "beyond their wildest dreams." Last year the cable network's regular season had a 10.6 rating for cable homes and combined with its over the air broadcasts it went up to about 12.5, which exceeded its projections to advertisers by 15%, said ESPN President William Grimes.

Last year ESPN experimented with three commentators in the booth, with each game having a home-town hero providing color commentary. This approach was said not to endear too many visiting team viewers and this year ESPN is sticking with two commentators in the booth. Former Washington Redskins quarterback Joe Theismann has signed to provide color commentary and Mike Patrick will again provide play-by-play. Roy Firestone will be presenting the half time report this year.

ESPN has completely sold its preseason and regular season packages to stations in cities of the competing teams, once again using Ohlmeyer Communications. ESPN's deal with the NFL requires that it spin off the broadcast rights to stations in the competing cities. Carrying the games are: WWL(TV) New Orleans, KARE-TV Minneapolis, KYW-TV Philadelphia, WPXI(TV) Pittsburgh, KTSP(TV) Phoenix, WRTV(TV) Indianapolis, KUSA-TV Denver, KTRK(TV) Houston, Fox affiliate KTTV Los Angeles, KGTV(TV) San Diego, KXAS-TV Dallas, WCVB-TV Boston and independents KCPQ(TV) Seattle and KTVU(TV) San Francisco.

The unique placement of ESPN's games on Sunday nights (except one pre-season game on a Thursday night) when no other games are scheduled, presents a "very strong and attractive advertising vehicle" and a strong profit vehicle for ESPN, because the advertising for its NFL games is packaged with other ESPN programing. "The NFL games are the centerpiece of a package," said Beth Araton, manager of corporate communications for ESPN. "It's a broad appeal sport and therefore generates a lot of advertiser interest."

ESPN describes its NFL telecasts as the "crown jewel" of its programing and gives credit to the games for record fourth-quarter earnings. Now that it has a track record for its coverage, ESPN can sell advertising for its games at a much higher rate. ESPN says its NFL games are "virtually sold out" and college football is very strong.

ESPN has the option to choose its CFA match-ups as it goes along, covering the most popular games in any given week. It averaged a 4.7 rating in 1987 for its 15 CFA prime time games, a 62% increase over the previous year's 2.9. It also sold a package of 12 afternoon games which averaged a 2.6. It will also include a package of at least six Ivy League games this year. Trans World International will produce the games for ESPN as it did for the four years the games were broadcast on public television.

The college syndication scorecard

Raycom Sports, Jefferson-Pilot Productions and Turner Broadcasting System have emerged as the primary purveyors of syndicated college football packages.

Raycom has lined up around 20 stations for its 11-game Southwest Conference offering, and 40 stations for its 10-game Big 10 package. The latter is a joint venture with RCM Inc., which holds the contract with the conference. Raycom handles the production and marketing of the games. The association with RCM "enables us to offer a much larger segment of the country to advertisers," said Kenneth Haines, Raycom executive vice president. He said advertising sales for the packages are going well.

Raycom is also syndicating the Aug. 27 Kickoff Classic, between Nebraska and Texas A&M, and the Dec. 28 Liberty Bowl in Memphis.

Jefferson-Pilot Teleproductions is in the second year of syndicating its Great American Independents package and the fourth year of its Atlantic Coast Conference package. There are 12 games in the independents package, featuring Notre Dame, Boston College, Rutgers, Army, West Virginia, Pittsburgh, Syracuse, Navy and Temple. Jefferson-Pilot has sold the package in 25 markets, from Maine to West Virginia. Fred Boucherle, J-P operations manager, said the package was "marginal from a financial standpoint" last year, but things have picked up this year. "We're looking much better for the coming season," he said. The number of games has increased from 10 to 12, advertiser interest has risen, and seven more markets have been signed this year, he said. In New York, for instance, four games will be seen on WABC-TV, while SportsChannel will carry the other eight. All games begin at noon, with the first contest on Sept. 10, Holy Cross vs. Army.

J-P has sold its 11-game ACC package to stations in 20 markets including Baltimore and Atlanta. Those games are also scheduled for noon on Saturday. J-P said the football packages are 95%-98% sold out.

Video West Network, a division of Bonneville Broadcasting, has lined up 30 stations to carry its 11-game package of Western Athletic

Buffalo Bills
WKBW-TV Buffalo

Three live games; station holds rights.

Indianapolis Colts
WTHR Indianapolis

Three live games; station holds rights.

Miami Dolphins
WCIX Miami

Two games; station holds rights.

New York Jets
WPIX New York

Two live games, two tape delay. Station holds rights.

New England Patriots
WBZ-TV Boston

Two live games, three if sell out; station holds rights.

Cincinnati Bengals
WKRC-TV Cincinnati

Reg. network of two, four live games; station holds rights.

Cleveland Browns
WJW-TV Cleveland

Three live, one tape delay; station holds rights.

Houston Oilers
KPRC-TV Houston

Three live games, one tape delay; station holds rights.

Pittsburgh Steelers
WTAE-TV Pittsburgh

Reg. network of nine; two games; station holds rights.

Denver Broncos
KCNC-TV Denver

Reg. network of one; two live games; station holds rights.

Kansas City Chiefs
KMBC Kansas City, Mo.

Four games; station holds rights.

Los Angeles Raiders
KABC-TV Los Angeles
KMEX-TV Los Angeles

One live, one tape delay; Bob Speck Productions holds English rights; KMEX-TV holds Spanish rights.

San Diego Chargers
KGTV San Diego

One live game, three tape delay; station holds rights.

Seattle Seahawks
KING-TV Seattle

Four live games; station holds rights.

Dallas Cowboys
KXAS-TV Fort Worth

Reg. network of 37 stations, six regional cable services, one cable system; two live games, one more live if sell out (tape delay if not); station holds rights.

New York Giants
WPIX New York

One live game, one tape delay; station holds rights.

Philadelphia Eagles
KYW-TV Philadelphia

Two live games, two more if sell outs; station holds rights.

Phoenix Cardinals
KTVK Phoenix,
KTSP-TV Phoenix

Three games on KTVK; one on KTSP-TV and ESPN; stations hold rights.

Washington Redskins
WTTG Washington

Reg. network of four; two live games, two live scrimmages; station holds rights.

Chicago Bears
WLS-TV Chicago

Two live games; station holds rights.

Detroit Lions
WJBK-TV Detroit

Two live games, two tape delay; station holds rights.

Green Bay Packers
WBAY-TV Green Bay

Reg. network of four stations; three live games, one tape delay; station holds rights.

Minnesota Vikings
WCCO-TV Minneapolis

Two live games; station holds rights.

Tampa Bay Buccaneers
WTVT-TV Tampa

Two live games, two tape delay; station holds rights.

Atlanta Falcons
WAGA-TV Atlanta

Four live games; station holds rights.

Los Angeles Rams
No TV rights

N/A

New Orleans Saints
WWL-TV New Orleans

Reg. network of three; two live games; station holds rights.

San Francisco 49ers
KPIX San Francisco

Three live games; station holds rights.

Conference games. All games are aired live at noon mountain time.

Mizlou will syndicate five college bowl games this season: the Independence Bowl, Dec. 23 in Shreveport, La.; the Freedom Bowl, Dec. 29 in Anaheim, Calif.; the Peach Bowl, Dec. 31 in Atlanta; the Bluebonnet Bowl, Dec. 31 in Houston, and the Senior Bowl, Jan. 21 in Mobile, Ala.

Cable's gridiron connection

WTBS(TV) Atlanta will be syndicating 11 games of the Southeast Conference, starting at 12:30 on Saturday. The season kicks off with Kentucky vs. Auburn on Sept. 10. In addition to being on the superstation, the package is syndicated to 45 stations in the southeast in areas where WTBS does not reach. "We're very happy with the SEC," said Don McGuire, the station's vice president, sports. Turner has renewed with the SEC for the 1989 and '90 seasons, and McGuire said the thinking now is to keep those games on WTBS and not move them to Turner Broadcasting's new service, Turner Network Television.

Black Entertainment Television plans on carrying 10 games this fall, four from the Southwestern Athletic Conference, three from the Middle Eastern Athletic Conference, two from the Central Intercollegiate Athletic Association and the Circle City Classic, between Jackson State and Florida A&M.

Cable's regional sports services have increased the number of college football games that they will be carrying in the fall. Principally, the sports services are buying syndicated packages or are making agreements directly with universities, then sharing those games with other regional sports channels.

SportsChannel New York is typical. It will carry 13 live games this year, eight from Jefferson-Pilot's package of major Eastern independent schools, four games from the Southwest Conference, through Raycom, and one local game. The Southwest Conference games are new and will be delivered by microwave on SportsChannel Plus in the New York area.

Also new this year will be tape-delayed coverage of 28 games involving Syracuse, Florida and Miami, seen the next day. SportsChannel, like its four companion sports services, and the other regional sports services in the country, will be carrying a host of college and professional football coach's shows throughout the season.

Home Sports Entertainment, based in Houston, will carry five games from the Southwest Conference through Raycom's package. The nonconference games will be shown tape delayed. HSE will also carry four games from Jefferson-Pilot's independent package and will join, in progress, three games from the WAC through Video West. The network will also carry a select number of Syracuse and Florida State games and may pick up some games from Raycom's Big 10 package.

SportsChannel Florida will carry seven Miami and 11 Florida games on a tape-delayed basis this year. The Florida games will be shown at 11:30 p.m. the same night, and the Miami games on Sunday nights.

The Sunshine Network, SportsChannel's main rival in the state, will carry up to 55 college games this year. Its schedule includes 13 games from Jefferson-Pilot's Eastern independents and 11 games from its ACC package, 12 games from Raycom's Big 10 package, 8-10 tape-delayed games from the Southwest Conference through HSE, seven live games from the Pac 10 and 13 games from the WAC, through Video West, and six to seven games from Florida State University, plus several contests of Florida and Miami. The games from the Florida-based schools are carried on tape delay.

Sportsvision in Chicago will carry 48 college games this year: eight from Jefferson-Pilot's ACC package, six from Raycom's Big 10 package, 11 from the SEC through Turner, 16 games from independent universities, four games from Northwestern and three from Northern Illinois. The service will also be carrying upwards of 15 coaches shows.

SportsChannel New England, which carried 20 games from the Southwest Conference and Florida last year, is looking to have a comparable number of games this year, but the service hasn't announced its fall schedule. A spokesman said it may pick up games from Florida and Miami that co-owned SportsChannel Florida is originating. The service is also looking at a Big 10 package.

Home Team Sports plans to carry 57 games this fall, 19 live and 38 on tape delay. HTS will pick up Raycom's Big 10 package live and will also carry a number of games from the Pac 10, to total 15 live contests from those schools. The other live games are from the WAC and Southwest Conference. The service will also carry a number of games of West Virginia, Florida State (through the Sunshine Network) and Syracuse (through Cooke Cablevision), plus others, on a tape-delayed basis.

Madison Square Garden is in the second year of carrying Raycom's 10-game Big 10 package. MSG will also carry five games from the Liberty Conference (division III) and five games of Army or Rutgers.

The University of Southern California and the University of California at Los Angeles will be the keystone of Prime Ticket's college football schedule. The service will carry 22 games from the schools, some contests live; others, which are picked up by the networks, will be carried on a tape-delayed basis. Prime Ticket will carry 19 other games, drawing from the Big West conference, the University of Hawaii and San Diego State. Those games will be both live and tape-delayed.

Pro Am Sports said last week it planned to carry a number of college football games but was still finalizing its lineup.

Z Channel in Los Angeles will carry two Notre Dame games this fall, versus Air Force on Oct. 22 and Navy on Oct. 29.

Prism has no plans to carry college football this year.

Following football around the radio dial

CBS Radio will be entering its second year of a $17.25-million, three-year exclusive NFL rights package. It will mark the network's ninth year of play-by-play coverage of the NFL. CBS has not had nine continuous years of play-by-play coverage, however, because NBC held NFL radio rights from 1985 to 1987.

"For the 1987-88 season, we didn't pick up the rights until May, and it was a scramble" said Steve Youlios, vice president, sales, CBS Radio Networks. "This year is a little bit less hectic for us."

According to Youlios, this year's season is already 75% sold out for the first game and 65% sold for the entire season. By the first game, he said, he expects to be 100% sold out for the first few games and 80%-90% sold out for the season. Sponsors already lined up include Anheuser-Busch, Days Inn, True Value Hardware Stores, U.S. Army, Buick and Richardson-Vicks. New clients include Transamerica and Isuzu. Many of the advertisers will be tied to such on-air promotions as "This Day in Football History," sponsored by Days Inn.

The 40-game package will feature the following events over the CBS Radio Network: 16 Monday night games, eight Sunday night games, four Saturday games, two Thanksgiving Day games and 10 post-season games including the Super Bowl and Pro Bowl. The first Monday night game this season will be the Washington Redskins at the New York Giants on Sept. 5.

About 300 stations are expected to sign up for the games, according to CBS. The network reported that 210 stations have already cleared, including nine of the top 10 markets and 36 of the top 50 markets. Broadcasts will be heard in stereo and will be cleared by the Armed Forces Radio Network.

Returning primary announcers for CBS Radio will be Jack Buck and Hank Stram. Other CBS sportscasters include Jim Nantz, Pat Haden and John Dockery.

CBS Radio will also be offering several special NFL programs, including *NFL Preview*, a 15-minute series that will air every weekend of the regular and post-season games. Joining host Brent Musburger will be Will McDonough, sports columnist of the *Boston Globe* and a member of the CBS Sports *NFL Today* television team. McDonough will replace Jimmy (The Greek) Snyder.

Also available will be *NFL Talk*, a live, one-hour post-game show with a listener call-in segment. The show will be hosted by Hank Stram with Jack Buck.

Starting off the season will be *NFL Preseason Preview*, 10 three-minute reports that will air from Aug. 22 through Sept. 2. The series will be hosted by CBS sportscaster John Madden. CBS reported that other special NFL programing will most likely include a series on the Super Bowl.

Like last year, the CBS Radio Network college football coverage will include play-by-play reports from the Independence, Sun and Cotton Bowl games.

Westwood One's Mutual Broadcasting System will kick-off its 16 regular-season NFL doubleheaders on Sept. 4 with Miami at Chica-

go. Primary announcers for Mutual NFL games will be Tony Roberts and Jack Ham for the first game and Joe Meyers and Jack Snow for the second game.

Mutual will also broadcast 11 Notre Dame games (its 21st consecutive year of coverage) and 14 other major college games. The Notre Dame season broadcasts will premiere with a Sept. 10 matchup against Michigan. Primary announcers for the Notre Dame games will be Tony Roberts and former Notre Dame assistant coach Tom Pagna. Also featured this year will be *The Lou Holtz Show*, a new weekly call-in program starring the team's head coach.

Mutual's major college broadcasts will begin with the Aug. 27 Kickoff Classic, featuring Texas A&M vs. Nebraska. Also scheduled is the annual Army-Navy game on Dec. 3. Like last year, the network will also broadcast four college bowl games: Aloha, All-American, Holiday and Sugar.

The Westwood One-owned NBC Radio Network will air the following four college bowl games this year: Fiesta, Liberty, Orange and Rose.

By Scott Fitzpatrick, Matt Stump and Rich Brown

A team-by-team look at the 1988 season

WKBW-TV Buffalo, N.Y., continues as the TV rightsholders for the **Buffalo Bills,** although this year it will be carrying only three preseason games. It carried all four away games last year, but won't be televising the lone home game this year. Cliff Fisher, general sales manager, said advertising sales have gone "very well," with only a half a dozen spots remaining. Advertisers include Genesee Brewing, Nynex, Pepsi Cola and a local furniture store.

WKBW-TV will carry a half-hour special on the team a week before the regular season and produces a weekly highlight film that will air before college football on Saturday. WKBW-TV, an ABC affiliate, will gain the advantage of carrying the Bills twice during the regular season, through ABC's *Monday Night Football*. The station's pre-season announcing team will be Rick Azar and NBC commentary Paul Maguire.

WBEN(AM) holds the radio rights, and local sales manager Dan Gilbert said the station "will make our budget this year" with the Bills. Sponsors include Molson's, Marine Midland Bank, Nynex, New York State Lottery and Chevrolet dealers.

The station's sports director, John Murphy, handles color commentary while Van Miller, sports director at WIVB-TV Buffalo, handles the play-by-play for the games. WBEN produces a two-hour pre-game show, a post-game show with locker room interviews and a post-game call-in program. A local bank also sponsors a picnic promotion at the stadium before game time.

□

"Sales have been strong," reports Mike Corken, WTHR(TV) Indianapolis vice president and general manager, for **Indianapolis Colts** football, aided in part by the team's first-place finish in the AFC East last season, its first winning season in many years. Advertisers include Kroger, Hardee's and McDonald's.

For the first time this year, the station will have coach Ron Meyer showcased in a half-hour program before the network telecast each Sunday. WTHR will also carry a one-hour preseason special, *Thundering Herd*, and a one-hour prime time roundup at the end of the year. This year, WTHR will be carrying only three preseason contests, the fourth will be on ESPN.

Sales should finish "well ahead of last year," at WIBC(AM) Indianapolis, said Tim Medland, the station's general sales manager. Local interest is quite strong, he said, but national interest has been flat. Advertisers include Anheuser-Busch, General Motors/Mr. Goodwrench, Oscar Mayer, Snacktime Foods, Merchant's National Bank, Kroger, Sunbeam bread, Farmer's Insurance and Hyatt Regency.

WIBC will carry both pre- and post-game shows and a 45-minute coach's show with Ron Meyer the day after the game, which sold out immediately, said Medland. The Colts' success has helped increase the lineup of stations carrying the games in the state from 16 last year to 24 this year.

□

WIOD(AM) Miami will carry the **Miami Dolphins** for the 23d consecutive year this season. In the first year of a new three-year contract, the station will carry 21 games. As part of the package, WIOD will carry five preseason (one of the preseason games was the American Bowl, held in Great Britain on July 31) and 16 regular games, as well as any post-season play, with the exception of the Super Bowl. The station feeds to a 30-station network. Returning announcers for the games are Hank Goldberg, doing color, and Rick Weaver, play-by-play. Goldberg and Weaver also host the post-game locker room show, as well as the *Dolphin Express*, a two-hour lead-in show featuring interviews with the coaches and players. Major sponsors include Anheuser-Busch, Delta, Honda, Publix and Kay Jewelers. According to Mike Disney, vice president and general manager, total advertising time is 90%-95% sold.

WQBA(AM) retains the Spanish-language rights to Dolphin's football for the 1988-89 season. In the third year of a four-year contract, the station will broadcast a half-hour pre-game show and a half-hour locker room post-game show. Announcers for the games will be Rene Giraldo and Roly Martin, doing play-by-play and color commentary, respectively.

WCIX(TV) returns for its fifth year of televising Dolphin pre-season action. In the first year of a new three-year contract, the station will televise two pre-season games this year. The first game, against Chicago on Aug. 6, scored a 20 rating and a 38 share. The Miami independent will also air a half-hour pre-game show with Ed Berliner and John Duestman as hosts. Doing play-by-play for the first game was ESPN's Tom Mees, with Bob Griese providing color. For the second game, Griese will return doing color and Ed Berliner will call the play-by-play. Major sponsors for the WCIX broadcasts are Coors, Wendy's, Taco Bell and Midas.

□

WCBS(AM) New York has begun the first of a multi-year agreement, carrying four preseason and 20 regular season **New York Jets** games with veteran NBA, NHL, NFL and college basketball announcer Marty Glickman providing play-by-play alongside color man and former Jets and New York Giants punter Dave Jennings. Pointing to the summer Olympics competition and the proliferation of "more sports opportunities" for advertisers than in past years, the station's general sales manager described 1988 as "a particularly difficult sports selling" time, although the inventory for the games was 75% sold. The *New York Daily News*, Tri-State Pontiac, Schaeffer beer and Jeep were among committed sponsors.

Superstation WPIX(TV) New York, which also has contracted to air three Giants games, was set to air four Jets preseason games, two of them away and live, two tape delayed and one against the Giants. Both home non-sellouts and the station's coverage of New York Yankees games "cause the tape delay [airing at midnight] and potential revenue is diminished by that," said spokesman, Marty Appel, who said the inventory was 60% sold. The station is producing no pre- or post-game shows. Spencer Ross (play-by-play) and former Jet, Same DeLuca, are calling the games.

□

In the second year of a four-year agreement with the **New England Patriots,** WHDH(AM) Boston announcers Dale Arnold (play-by-play) and Gino Cappelletti will call four preseason and 20 regular season games to be aired over a 42-station network, up from last year with the additions of stations in Albany, N.Y., and Hartford, Conn., said the station's vice president and general manager, David Recher. With all but one advertiser from last year, he said, the 90%-sold inventory includes Anheuser-Busch, Honda, Cumberland Farms, Nynex and New England Telephone. The station is also airing three 20-minute segments, one featuring Boston area sportswriters, another with Patriots general manager, Pat Sullivan, and a call-in show.

"The Patriots always do well in Boston, even when they're not winning," said John Spinola, vice president and general manager of WBZ-TV Boston, TV rightsholder of two away Patriots games and, given a sell out, also of one home game. "We had a fair amount of lead time selling the games," he said, explaining how the station had sold approximately 85% of its inventory (according to sales manager Tony Vinciquerra), with only "some spot remaining." Spinola declined to identify sponsors, which, in a one-team market, he said, have "an easier decision" committing to only a several game package.

□

One of the first things Terry Connelly did after becoming general manager of WKRC-TV Cincin-

Buffalo Bills
WBEN(AM) Buffalo

Reg. net of 16; four preseason, 16 regular games; station holds rights.

Indianapolis Colts
WIBC(AM) Indianapolis

Reg. net of 24; four preseason, 16 regular games; station hold rights.

Miami Dolphins
WIOD(AM) Miami
WQBA(AM) Miami

Reg. network of about 30 for English language; both air five preseason games, 16 regular; WIOD holds English rights; WQBA holds Spanish rights.

New York Jets
WCBS(AM) New York

Four preseason, 16 regular games; station holds rights.

New England Patriots
WHDH(AM) Boston

Reg. network of 41; four preseason, 16 regular games; station holds rights.

Cincinnati Bengals
WKRC(AM) Cincinnati

Reg. network of 35; four preseason, 16 regular games; station holds rights.

Cleveland Browns
WWWE(AM) Cleveland

Reg. network of 46; four preseason, 16 regular games; team holds rights.

Houston Oilers
KODA(FM) Houston

Reg. network of 29; four preseason, 16 regular games; station holds rights.

Pittsburgh Steelers
WTAE(AM)-WHTX(FM) Pittsburgh

Reg. network of 36; four preseason, 16 regular games; station holds rights.

Denver Broncos
KOA(AM) Denver

Reg. net of 55; four preseason, 16 regular games; station holds rights.

Kansas City Chiefs
KCMO(AM) Kansas City

Reg. network of 50; four preseason, 16 regular games; station holds rights.

Los Angeles Raiders
KFI(AM)
KWKW(AM)
Los Angeles

Reg. network of 30; four preseason, 16 regular games; KFI holds English rights; KWKW holds Spanish rights.

San Diego Chargers
XETRA-AM-FM Tijuana, Mexico

Reg. network of three; four preseason, 16 regular; station holds rights.

Seattle Seahawks
KIRO(AM) Seattle

Reg. network of 60; four preseason, 16 regular; station holds rights.

Dallas Cowboys
KRLD(AM) Dallas

Reg. net of 154; Spanish network of 12; four preseason, 16 regular games; station holds rights.

New York Giants
WNEW(AM) New York

Reg. net of 30; four preseason, 16 regular games; station holds rights.

Philadelphia Eagles
WIP(AM) Philadelphia

Reg. net of 30 stations; four preseason, 16 regular games; station holds rights.

Phoenix Cardinals
KTAR(AM) Phoenix

Reg. network of 25; four preseason, 16 regular games; station holds rights.

Washington Redskins
WMAL(AM) Washington

Reg. network of 70; four preseason, 16 regular games; station holds rights.

Chicago Bears
WGN(AM) Chicago

Reg. network of 54 stations; four preseason, 16 regular games; station holds rights.

Detroit Lions
WJR(AM) Detroit

Reg. network of 25 stations; four preseason, 16 regular games; station holds rights.

Green Bay Packers
WTMJ(AM) Milwaukee

Reg. network of 60 stations; four preseason, 16 regular games; station holds rights.

Minnesota Vikings
WCCO(AM) Minneapolis

Reg. network of 50 stations; four preseason, 16 regular games; station holds rights.

Tampa Bay Buccaneers
WRBQ-FM Tampa

Reg. network of 28; four preseason, 16 regular games; station holds rights.

Atlanta Falcons
WSB(AM) Atlanta

Reg. network of 39; four preseason, 16 regular games; station holds rights.

Los Angeles Rams
KMPC(AM)
Los Angeles

Reg. network of 32; Spanish-language network via Mexican stations; four preseason, 16 regular games; team holds rights.

New Orleans Saints
WWL(AM) New Orleans

Reg. network of 62; four preseason, 16 regular games; station holds rights.

San Francisco 49ers
KGO(AM)
San Francisco

Reg. network of 15, five preseason, 16 regular; station holds rights.

nati was to sign a three-year contract with the **Cincinnati Bengals** to televise the team's four-game preseason schedule. Connelly bid high enough to take the games away from WLWT, and, as a result, WKRC-TV may not make any money on the package until next season. But broadcasting the Bengals is central to Connelly's goal of establishing WKRC-TV at the center of life in Cincinnati. "It's important to localism. We want to be associated with every major event in the city." Major advertisers for the four-game schedule include Coors, All-State, Pepsi and Subway Sandwich Shops.

Under a new three-year rights contract, WKRC(AM), which is, like WKRC-TV, owned by Great American Broadcasting, will be broadcasting the Bengals pre-season and regular-season contests for the seventh consecutive year. And since the Bengals were tapped to play in the annual Hall of Fame game on July 30, the station is airing five preseason games instead of the usual four. The announcers: former quarterback Ken Anderson, Paul Samp and Dave Lapham.

WKRC(AM) has put together a satellite network of around 35 stations in Ohio, Indiana and Kentucky. Affiliates are given local time to sell and pay no network fees. The principal advertisers are Anheiser Busch and Honda.

□

The preseason action of the **Cleveland Browns**—who came within a fumble of the Super Bowl last season—is being seen on WJW-TV, which is in the second year of a three-year rights deal with the Browns. WJW-TV had expected to broadcast three games live and one on a tape-delay basis as it did last season, but NBC preempted its rights to the contest with the New York Giants. So the station, which pays for its rights on a per-game basis, is settling this year for two live and one delayed game. Casey Coleman and John Telich are returning to the announcing booth. Stroh's, Genesee, Molson, Revco (drug stores), Nationwise (auto parts) and Toyota are the big advertisers.

Brown's owner Art Modell sold WWWE(AM) Cleveland last December, but the new owners promptly secured rights to continue the station's broadcast of the Brown's preseason and regular season games through the 1990 season. According to Tom Campbell, director of sports marketing, WWWE has expanded the Browns radio network to 46 stations, up from 39 last year. Nev Chandler and Doug Dieken are calling the action. Anheuser-Busch, Honda, Blue Cross-Blue Shield of Ohio and Bob Evans are among the advertisers.

□

Entering the third year of what was a four-year agreement, KODA(FM) and the **Houston Oilers** have extended the contract through 1991, said station vice president and general manager Dusty Black, to broadcast four preseason and 16 regular games in stereo and over a 30-station network. Although Oilers coach Jerry Glanville's *From the Sideline* show this year is airing only twice, not three times, a week, the pre-game show has been expanded from a half hour to 35 minutes, and the post-game show from 30 to 40 minutes. With 90% of the season's inventory sold, KODA's coverage will again be sponsored by Anheuser-Busch, Honda, Gulf, GTE and Randalls Food Stores. Continental Airlines is a new advertiser this year. Play-by-play announcer Jerry Trupiano will be joined on the air by former Oiler quarterback Don Trull.

As last year, KPRC-TV Houston is happy to announce that an Oilers vs. Dallas Cowboys showdown in Dallas—an emotional event for many Texans—is among the three live preseason games it will air this fall. A fourth game will be tape delayed. Miller beer and Randalls Food Stores head the list of sponsors committed to 85% of the inventory, said Dick Daggett, vice president of sales. As an NBC affiliate, the station will also air eight regular season away games, he said.

□

Hearst has a lock on the **Pittsburgh Steelers,** who are hoping to regain some of their past glory after another mediocre season. Under a single three-year contract, WTAE-TV is televising two preseason games (the networks preempted the other two) and WTAE(AM)-WHTX(FM) are broadcasting the entire season for the radio audience. Hearst is now is the second year of the contract. ESPN preempted one of the preseason games that WTAE-TV had an option on. In addition to the cable network, the game will be seen on WPXI(TV) Pittsburgh under the station's multiyear agreement to broadcast all ESPN games (preseason and regular season) in the Pittsburgh market. ABC has preempted the other, but WTAE-TV will be able to broadcast it as an ABC affiliate.

The stations' coverage of the games is being extended through networks. The television network comprises nine stations in Pennsylvania, Ohio and West Virginia; the radio network, 36 stations in Pennsylvania, Ohio, West Virginia and Maryland.

Stan Savran and newly inducted Steeler Hall of Famer Jack Ham are handling play-by-play and color, respectively, on the television side. Sponsoring the games are Pittsburgh Brewing, Pittsburgh National Bank, Bell Atlantic and McDonald's. Announcers for the 20-game preseason and regular season schedule are Jack Fleming and Myron Cope.

□

KCNC-TV is in the first year of a five-year deal with the **Denver Broncos,** and televised the team's first two pre-season games; the other two will be seen on NBC and ESPN, respectively. Ron Zappolo and Dave Logan return to the anchor booth.

"Advertising sales are always phenomenal" for the Broncos, said Rick Wardell, KCNC-TV general sales manager, and this year is no exception. Ad rates are up 11% for pre-season, despite the fact that the games are in early August, traditionally a slow part of the month, he said. Sponsors signed include Coors, Miller, Oldsmobile and Baskin-Robbins, while Pepsi-Cola, Taco Bell, Subaru, United Airlines, All State and 7-11 are also buying time. The station will pick up extra spots for the third pre-season game, to be shown on NBC, because it will do its own pre- and post-game shows for that contest.

Both the *Dan Reeves Show* and *Broncos Beat* will return this year. The show with Bronco coach Reeves will run throughout pre-season and the regular season. The other half-hour show will run during the regular season, on Saturday, and will be repeated on Sunday prior to the game. The station also airs six weeks of nightly training camp updates and plans several specials throughout the season, the first on Aug. 31.

In addition to KCNC-TV, independent KXRM(TV) Colorado Springs will carry the pre-season games.

KOA(AM) Denver has added quarterback John Elway to its Bronco programing lineup. Elway and coach Dan Reeves will each have 15-minute shows as part of the station's 30-minute pre-game programing. Post-game programing consists of a 40-minute locker room show and a 90-minute call-in program. Reeves and Elway also appear in five-minute programs throughout the week on KOA. Returning to the anchor booth this year are Bob Martin and Larry Zimmer.

Dick Carlson, general sales manager, said ad sales are going "reasonably well." Advertisers include American Honda, Anheuser-Busch, Safeway and Farmer's Insurance. The Broncos, radio network comprises 55 stations in 10 states.

□

The **Kansas City Chiefs** will be picked up by a network of about 50 radio stations, according to Tom Cheatham, executive director of the Chiefs Radio Network. The five-year contract with the team's originating station, Gannett Radio's KCMO(AM), he said, is entering its fourth year. KCMO has aired the team for 26 years, he said, and has run the network for four years now.

Network radio 30-second spots for the Chiefs games are $1,200 to $1,500, said Cheatham, noting that billing tripled last year's. Advertisers will include Anheuser-Busch, Amoco and Toyota. Others, such as Chrysler, will be sponsoring segments within the broadcast.

Despite shortcomings in the Chiefs' performance last year, Cheatham said, the stiff competition in the AFC West continues to attract listeners. Chiefs radio games will be announced by former Chiefs player Len Dawson and Kevin Harlan. Pre-game, halftime and post-game shows will be hosted by Bill Grigsby.

The Chiefs' originating TV station this year is KMBC(TV) Kansas City. The station bought the rights to four preseason games as part of a two-year contract, outbidding former Chiefs broadcaster KCTV(TV) Fairway, Kan. Two home games will be aired live, and two away games will be on tape delay.

Television announcers will be Gary Bender and Theotis Brown, former Chiefs running back. Sponsors will include Amoco, Coors and Taco Bell, according to Cheryl Craigie-Parker, general sales manager. The station will also air a 30-minute weekly coach's show, *The Chiefs Insider Report*, hosted by coach Frank Gansz and scheduled to run through the season.

□

The **Los Angeles Raiders** have a new radio flagship this year, with KFI(AM) there beginning its first year of a four-year contract. The station will air 20 games this season (four preseason, 16 regular), including pre- and post-game shows, which Chris Roberts will host. KFI(AM) feeds a 14-station network, and will feature Bill King doing play-by-play and Rich Moratta doing color analysis. Howard Neal, the station's general manager, said it is "just about at the break-even point, with 86% of the ad time sold." Major sponsors for the broadcasts in-

clude GTE, Oldsmobile of southern California and Chief Auto.

The Raiders will also be heard over Spanish-language KWKW(AM). The station will air 20 games this season, and will feed a seven-station network.

Two of the Raiders pre-season games will be televised by KABC-TV. The Aug. 13 game against Dallas will be shown on tape delay, and the Aug. 26 game against Chicago will be shown live.

KMEX(TV) will also be televising the Dallas and Chicago games—for Spanish-language viewers. The station will also be televising a weekly highlight show called *Raider Playbook*. According to Daniel Villanueva, general manager of KMEX, "We're attempting to educate Spanish-speaking viewers who are new to the game." Mario Solis will be the play-by-play announcer and Villanueva will add the color commentary.

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Licensed to Tijuana, Mexico, XETRA(AM) will again air four preseason and 16 regular **San Diego Chargers** games. In this second year of a five-year agreement, however, the games are "a hard sell," said Bill Arbenz, sports program director at the station, because "too few advertisers are operating with sports budgets," and some are cutting back on "spot budgets." Last season's players' strike also had lingering effects, he said, with advertisers gaining "some compensation" time this season for lost time booked during 1987 games not played. Much of the inventory has sold, though, with Anheuser-Busch, Chevron, Farmers Insurance and San Diego Ford dealers returning. Play-by-play man Lee Hamilton will again team up with Chargers business manager and former tight end, Pat Curran, and former Detroit Lions and Chargers linebacker, Jim Laslavic, in the announcers' booth.

KGTV(TV) San Diego continues its "long-standing relationship" with the Chargers this year, said program director, Don Lundy, as the station airs four preseason games (only one of them live). The market, said Lundy, "is not as bright this year. The local market has softened up, and we're starting to feel it. We do have unsold inventory." Despite that less than optimal news in the last year of a two-year contract, Lundy said, "We expect to talk with the team," seeking to extend the relationship. And a bright spot this season is a repeat of last season's Los Angeles Raiders-Chargers game, an almost sure sell-out, and a chance to gain rights to air that one ESPN regular season game that last season gained the station a 33 rating in prime time. Sponsors signed up include Coors, Toyota and General Tire.

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NBC affiliate KING-TV Seattle is in the second year of a three-year contract to broadcast the **Seattle Seahawks** games. Promotion and media director, Sue Trask, reported that it will cover the four preseason games with NBC sportscaster Charlie Jones doing play-by-play and weekend sports anchor Lew Gellos on color. The station has an unusual arrangement with the Seahawks on production of its various analysis shows, sharing both the cost of production and the profits for *Seahawks Live*, a training camp show that began in July from Seahawk headquarters and *Seahawks Insider* headed by sports anchor Tony Ventrella. The arrangement gives the station access to behind-the-scenes footage shot by team photographers. Major advertisers include U.S. West, McDonald's, GTE, Rainier beer, Subaru and Alaska Airlines.

For radio, KIRO(AM) is in the middle of its agreement to broadcast all preseason and regular season games over a network of 60 stations. The station broadcasts a total of four hours of pre- and post-game shows. Major sponsors for the games include Rainier beer, Pepsi, U.S. West and GTE. Ad sales are reported to be producing "our best year ever," according to sales manager Ron Carter.

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An unlikely part of the **Dallas Cowboys** history will be part of KXAS-TV Fort Worth's coverage of the team this year when former Washington Redskins coach George Allen joins the station's broadcast team. The man best known in Dallas as coach of the "over-the-hill gang," responsible for some memorable Cowboy defeats including the 1972 National Conference Championship, will be joined by either NBC sportscaster Charlie Jones or CBS sportscaster Verne Lundquist.

"It's ironic," said KXAS-TV director of administration and programing, Russ Thornton, in reference to the former Redskins coach covering the Cowboys. "They've buried the hatchet."

KXAS-TV coverage includes as many as three preseason games, as well as a Nov. 13 matchup against the Minnesota Vikings (picked up from ESPN since low cable penetration in the Dallas-Ft. Worth area necessitates broader exposure through broadcast coverage). Two of the three preseason games will automatically be covered by the station because they are being played away from Dallas; a third game, versus Houston in Dallas on Saturday, Aug. 27, will be delayed one day if it does not sell out.

Thornton said that advertising sales have been good, as long as they are in prime time. On the other hand, sales of an upcoming preseason matchup with the Los Angeles Raiders, an afternoon game, have been disappointing.

Cowboy radio coverage by KRLD(AM) Dallas will be hosted by sportswriter Red Schram and Dale Hansen (also a sportscaster for WFAA-TV Dallas). Pre-game show duties go to former Cowboy Preston Pearson and sportswriter Chuck Cooperstein, who replaces Cowboy all-pro Bob Lilly. Also heard during the pre-game coverage is Verne Lundquist, who hosts *Our Heroes*. As in the past, Monday evenings on KRLD(AM) will feature a one hour look at the previous day's game hosted by Tex Schram and Tom Landry. A roundtable discussion among various sportswriters follows that program.

KRLD(AM) operations manager, Tom Tradup, said that the number of stations in the Cowboys regional network is down from 175 last year to 154 this year, because the network no longer includes stations in the neighboring states of Louisiana and Mississippi.

WPIX(TV)'s coverage of three preseason **New York Giants** games began with coverage of the matchup with the Green Bay Packers on Aug. 7. The station's vice president of public relations and sports, Marty Appel, said that the first game was a live broadcast, but that the two other preseason Giants games that WPIX will cover will be tape delayed, since both of those games will be played at home.

WPIX carries the Giants preseason games on a revenue-sharing basis. After costs associated with the production of the games are paid, the station and the team split the profits.

Behind the mikes for WPIX are Sam Rosen and former Giant Bobby Durham.

With Jim Gordon doing play by play, and Dick Lynch providing color, WNEW(AM) enters the 28th consecutive year of its coverage of the Giants. Mike Kakoyiannis, the station's vice president and general manager, said that sales are going "a little slower than expected." But, he said, it is still premature to make too much of the slower sales pace. Returning sponsors include Budweiser, Manufacturers Hanover Trust and Continental Airlines.

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WIP(AM) Philadelphia will be broadcasting **Philadelphia Eagles** games for the 20th year, but for the first full season since the station changed hands and went to an all-sports format. New station partner Tom Brookshier, TV sports commentator and former Eagle, will host the pre-game show, a fraction of the 12 hours of programing to accompany the game each week. Ad sales have been behind last year's pace, said General Manager Art Camiolo, because the station's one-year contract for the games didn't get locked in until May. Renewed advertisers include McDonald's, Honda, Amoco and Bell Atlantic.

Brookshier hasn't given up TV: he'll be doing play-by-play for KYW-TV during its four live broadcasts (assuming two home game sell outs) of Eagles preseason games. The station is in the last year of a three-year contract. Advertising is sold out, according to Allen Murphy, general sales manager. Cadillac, Coors beer, Philadelphia Ford Dealers and Pepsi-Cola are some of the major advertisers.

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Although KTAR(AM) Phoenix wasn't awarded rights to **Phoenix Cardinals** games until June 2, 89% of the availabilities for the team's first season in Arizona have been sold, according to the station's general manager, Jim Taszarek. Major advertisers are Nissan, America West Airlines and Circle K convenience stores. In the first year of a multiyear contract, the station will be feeding the games to a five-state regional network of 25 stations. Five hours of programing will accompany the game each weekend, including a coach's show, traffic reports and a tailgate party. Former Washington Redskins coach George Allen will be one of the color commentators.

KTVK(TV) has a one-year contract to televise three of four preseason games, one of them tape delayed unless the game sells out. Ad sales are 80% sold, said Sue Schwartz, the station's program director. KTSP-TV, a CBS affiliate running 13 regular season games, has a two-year contract to air the one preseason game carried by ESPN, and will go with it live if the game sells out. The week of the Cardinals debut, the station will distribute 900,000 copies of an 8-page, full-color brochure that includes a schedule, station information, contests and ads from three major buyers—America West Airlines, Valley National Bank and Smitty's grocery stores.

WTTG(TV) Washington was almost a victim of the **Washington Redskins**' success last year. Coming off of their Super Bowl victory last January, the Redskins are a hot television property. So it was not surprising that ABC and CBS each decided to broadcast one of the champion's four pre-season games, usurping the Fox station's local rights to the games. Undaunted, WTTG decided to broadcast two scrimmages—the so-called "rookie" scrimmage against the New England Patriots on July 23 and a scrimmage against the New York Jets the following Saturday featuring veteran players. To make the telecasts more attractive, WTTG wired two of the Redskins' assistant coaches so viewers could hear them discuss plays and assess players during the game. The broadcasts were, according to station general manager Betty Endicott, and Nielsen, a hit. The Saturday-afternoon rookie scrimmage scored an 11 rating/34 share, beating sports programing on all three network affiliates in the market. The veterans did not fare as well, pulling an 8/29. WTTG's prime time broadcast of the Redskins-Steelers contest on Aug. 5 scored a 23/47.

For the scrimmages, Steve Buckhantz handled the play-by-play with support from Billy Kilmer and George Starke. Dick Stockton and Curt Gowdy have been tapped for the two preseason games. Major advertisers for the games include Mobil, Exxon, Coors, Miller Lite, Big Boy, Burger King, McDonald's and British Air.

WMAL(AM) Washington, in the final year of a five-year agreement, is broadcasting the Redskins for the 26th consecutive season, and station management is confident a new deal will soon be struck to extend the relationship into the 1990's. The broadcast team of Sonny Jurgenson, Sam Huff and Frank Herzog will again handle the 20 preseason and regular season games as well as any post-season action.

WMAL, which holds the rights, has put together a satellite-delivered network comprising around 70 stations in 10 states, including Rhode Island and Kentucky. Stations picking up the games pay a network fee but get 13½ minutes of time to sell.

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In the final year of the current rights contract for radio coverage of the **Chicago Bears,** WGN(AM) has signed a new three-year pact. For all preseason and regular season games there will be two hours of radio coverage before and after the games. A show with Bears head coach Mike Ditka will be among the pre-game offerings and call-in and locker room shows will be presented after the games. The game action will be described by WGN play-by-play announcer Wayne Larravie with color from former Bear linebacker Dick Butkus and former St. Louis Cardinal quarterback Jim Hart.

Just before the first pre-season game on Aug. 8, WGN had sold about 90% of its commercial time for the season. Advertisers include G. Heileman Brewery, Amoco, True Value Hardware and Chevrolet. Sixty-second spots sell for $6,000; 30-second spots for about $4,800.

WLS-TV, in the second of a four-year deal to telecast Bears preseason games, are presenting two games this season with announcers Mike Adamle, Tim Weigel and Jim Rose. WLS-TV is heavily promoting Bears quarterback Jim McMahon's addition as co-host with Adamle of its *Eyewitness Sports Final* post-game shows for both the preseason and regular season. Weigel hosted a special from Bears training camp in Plattsville, Wis., before the Bears' first pre-season game televised by WLS-TV on Aug. 6. Major advertisers are Heileman Brewing, Ford and Honda.

Network Lineups

ABC-TV

NFL preseason	July 30
NFL (Monday night)	Sept. 5
Nebraska-UCLA and other college games	Sept. 10
PAC 1-/Big 10	Oct. 1
Aloha Bowl	Dec. 25
Blue-Gray All Star Classic	Dec. 25
USFG Sugar Bowl	Jan. 2
Citrus Bowl	Jan. 2
Rose Bowl	Jan. 2
East West Shrine Game	Jan. 15

CBS-TV

NFC pre-season	Aug. 6
CFA	Sept. 3
NFC regular season	Sept. 4
Army-Navy	Dec. 3
NFC playoffs	Dec. 24,25
John Hancock Sun Bowl	Dec. 24
NFC playoffs	Dec 31, Jan. 1
Mobile Cotton Bowl	Jan. 2
NFC championship	Jan. 8

NBC-TV

AFC preseason	July 31
AFC regular season	Sept. 4
AFC playoff	Dec. 24
Hall of Fame Bowl	Dec. 30
AFC playoff	Dec. 31, Jan.1
Orange Bowl	Jan. 2
Fiesta Bowl	Jan. 2
AFC championship	Jan. 8
Super Bowl	Jan. 22

ESPN

NFL preseason	Aug. 7
CFA	Sept. 1
NFL regular season	Oct. 30
[illegible] Isle Bowl	Nov. 19
[illegible] championship	Dec. 10
[illegible] Bowl	Dec. 10
Div. I championship	Dec. 17
All American Bowl	Dec. 29
Seaworld Holiday Bowl	Dec. 30
Mazda Gator Bowl	Jan. 1
Ricoh Japan Bowl	Jan. 15
Pro Bowl	Feb. 7

Mutual Radio

College kickoff classic	Aug. 27
NFL	Sept. 4
Notre Dame and other	Sept. 10
Army-Navy	Dec. 3
Eagle Aloha Bowl	Dec. 25
All American Bowl	Dec. 29
Seaworld Holiday Bowl	Dec. 30
USFG Sugar Bowl	Jan. 2

NBC Radio

Liberty Bowl	Dec. 28
Fiesta Bowl	Jan. 2
Orange Bowl	Jan. 2
Rose Bowl	Jan. 2

CBS Radio

NFL	Sept. 5
Independence Bowl	Dec. 17
John Hancock Sun Bowl	Dec. 24
Cotton Bowl	Jan. 2

Negotiations have begun for upcoming years of **Detroit Lions** broadcasts on WJR(AM). The station is now in the last year of a three-year pact. In light of the negotiations, Mike Feezey, general sales manager, declined to give a percentage of commercial time that has been sold so far. "Sales are a little tough," he said. "It looks like we could equal last year with a little luck." Sponsors signed include Ford, Anheuser-Busch and Elias Brothers restaurants. Packages of 60-second spots are being sold for $30,000. An announcing crew of Frank Beckman, Charlie Sanders and Jim Brandstatter will handle game time as well as pregame and postgame coverage.

WJBK-TV Detroit, as it customarily does, signed a one-year contract to broadcast the Lions. But this time, instead of two games it is presenting all four preseason games, two live and two tape-delayed. Dave Diles is calling the plays and color analysis is being provided by WJBK-TV's regular sports announcer, Fred McLeod, and by Lem Barney, a former Lion running back. WJBK-TV's Jim Clayton, general sales manager, was generally pleased with sales of TV time: "There's a little more excitement about the Lions this year than there has been in past years," he said, because the team's winning percentage is expected to improve. Subaru, Midas, Molson beer and Ford trucks are the biggest advertisers.

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WTMJ(AM) Milwaukee, billing itself as "Your Packers Information Station," has been broadcasting **Green Bay Packers** games for more than 60 years. Jim Irwin and former Packers receiver Max McGee return as game announcers and to host the pre-game and post-game shows. This year, pre-game shows will feature Lindy Infante, the Packers' new head coach. Infante will also appear on two update shows midweek between each game during the season. About 80% of the time available for the season was sold out just before the start of the preseason, according to Jeffrey Kuether, WTMJ general sales manager. The biggest advertisers are Anheuser-Busch, State Farm Insurance, Amoco, Nappa Auto Parts and True Value Hardware. Listenership is being promoted through daily on-air contests for game tickets.

All four Packers pre-season games are being televised by WBAY-TV, which is beginning a three-year contract with the team. The station's crew will broadcast games from four different cities: Green Bay; Madison, Wis.; Milwaukee, and Indianapolis. The Green Bay game will be tape delayed for WBAY-TV viewers, but will be carried live by the four stations on the station's regional network.

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Radio rights for the **Minnesota Vikings** have transferred from KSTP-FM Minneapolis to WCCO(AM) there, which signed a three-year contract with the team. "We have a whole lineup" of pre-game and post-game shows to introduce, said Joe Skladany, WCCO sports coordinator. Pre-game will include *NFL Gameday*, reviewing each Sunday's matchups; *Morgan Predicts*, in which a WCCO commentator picks the winners; *Viking Fans*, with views from fans in area bars and restaurants, and *The Jerry Burns Show*, a live interview with the head coach. Post-game coverage will include replays of the radio commentary during the major plays of the game, a locker room

show, a call-in show and a roundup of scores and highlights from other games around the NFL. Brad Nessler, a former Atlanta Falcon announcer, will handle play-by-play, accompanied by former Viking tight end, Stu Voight.

Ads have sold "pretty well," Skladany said, with about 75% of the season sold before the first preseason game. Honda, Olds, NAPA and Amoco are some of the major sponsors. Spots are being sold at a rate of $3,000 for 30 seconds.

Meanwhile, co-owned WCCO-TV is also starting a new contract with the Vikings in 1988. After taking over Vikings preseason telecasts with a one-year deal last summer, WCCO-TV renewed with a three-year pact. This year the station will originate one game in August. Sponsors for that game will include Goodyear, Dodge, Stroh's, Nissan and G. Heileman Brewery. Although WCCO-TV does not operate a regional network, the game will be broadcast on co-owned stations in Alexandria and Walker, both Minnesota, which simulcast all but eight-and-a-half hours of WCCO-TV's programing per week. Together, the three stations cover most of the state. WCCO-TV also presented a live half-hour locker room special yesterday (Aug. 14) from Gottenberg, Sweden, before the CBS-TV presentation of the Vikings-Chicago Bears game there.

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WRBQ(FM) has the rights (its second year) to **Tampa Bay Buccaneers** games and will broadcast all 20 to a 28-station network throughout Flordia, Georgia and Alabama. In addition to the games, WRBQ plans to air four 15-minute pre-game shows—*Buccaneer Beat, The Ray Perkins Show* and *Scouting Report, NFL Gameday*—and three post-game shows—*Locker Room, Buccaneer Wrap-up* and *NFL Gameday*. WRBQ's Tim Spence reports that 90% of the broadcasts have been sold nationally, with sponsors including Chevron, Stroh, Bob Evans restaurants, Cash & Carry food stores and Scotty's.

WTVT-TV Tampa begins the first of a two-year contract to televise the Buccaneer's four preseason games. The station will air two road games live and two home games on tape delay along with a 21-week show called *The Coach Show*. The station reports it has sold 60% of the available advertising time, with Cash & Carry food stores, Wendy's, GTE and All State Insurance among the sponsors.

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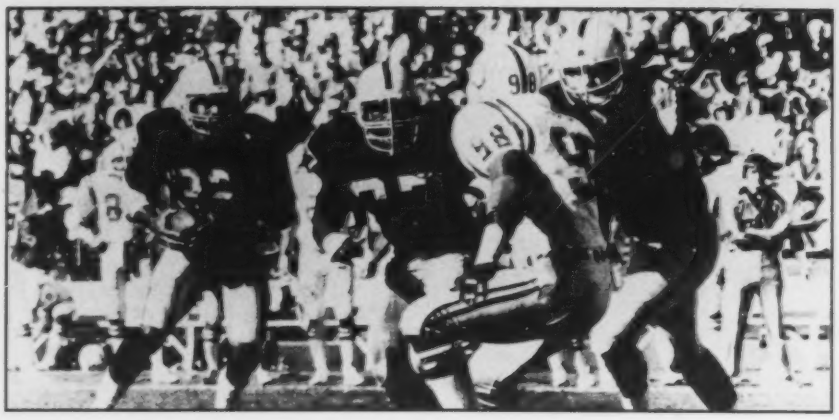
WSB(AM) Atlanta, now in its third year of a three-year contract with the **Atlanta Falcons,** will air all 20 preseason and regular season games during 1988-89. In addition to game play-by-play, handled this year for the first time by Falcon veteran Larry Munson, the station also has a coaches show and a two-hour pre-game show with Bobby Harper, who provides color commentary and a half-time show during game broadcasts as well. According to the station, advertising for the games is 70%-75% sold out, 15% ahead of last season, with national advertisers including Honda, Chevron and Delta.

Ad sales are also good at WAGA-TV Atlanta, according to station sales executive Chuck Wing, and despite the team's losing record, the station has sold out its available commercial time for its four preseason games this month and 60% of its inventory for the regular season half-hour pregame show, which features team coach Marion Campbell. Among the national advertisers are Burger King, Texaco, British Airways, Honda, Chevron, Isuzu, Midas, Domino's Pizza, Miller Beer, Pillsbury Steak and Ale, Taco Bell and, with rotating billboards, Stroh's and Schlitz beers.



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The **Los Angeles Rams** will be heard on KMPC(AM) Los Angeles this season, the 41st consecutive season it's carried Rams football. The station is in the second year of a four-year contract and will feed a 32-station network. The station will be broadcasting all 20 games this season, and the major sponsors for the games are Chevrolet, Budweiser, TWA and Chevron. Ad sales are "running ahead of last year, and we're one minor sponsorship away from being sold out," said Bill Ward, the station's general manager. In addition to pre-game and post-game shows, the station will also air *Ram Talk*, a one-hour, phone-in show that follows the post-game interviews. Bob Rowe and Jack Youngblood are the hosts of *Ram Talk*. Announcers for the games are Bob Starr, doing play-by-play, and Dick Bass, Steve Bailey and Jack Youngblood taking turns handling the color commentary chores. On Sept. 10, the station will distribute approximately 60,000 seat cushions as part of a co-promotion with the Rams.

KMPC will also purchase time on XEPRS Rosarita, Mexico, for Spanish-language broadcasts.

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WWL-TV New Orleans this year will broadcast three **New Orleans Saints** preseason games, including a retransmission of an ESPN cablecast with half of the cable service's ad spots. According to Jerry Whaley, general sales manager, this year's broadcast team includes—for the third year—color commentator Archie Manning, former Saints star quarterback, with play-by-play handled by station sports director Jim Henderson. During regular season, the station also plans a Sunday night roundup show following the 10 p.m. news. Advertising is around 90% sold, said Whaley, with national, regional and local sponsors including Popeye's chicken, Miller Beer, Conoco, Ford Parts and Service, Taco Bell, Shoetown, insurance companies US Agencies and Automotive Casualty, LaMarque Ford and Benson Automotive World. The station feeds its live broadcasts to WBRZ(TV) Baton Rouge and KATC(TV) Lafayette, both Louisiana, and WJTV(TV) Jackson, Miss.

WWL(AM) has all of the Saints preseason and regular season games and also uses Henderson and Manning as its announcing team. The station begins its Saints-related programing an hour and a half before game time with the one-hour *The Game Plan*, hosted by sports announcer Bruce Miller, followed by a 15-minute *Scouting Report* with Henderson and a 15-minute pre-game show. A 15-minute post-game broadcast is followed by a locker room show with Miller and a one-hour call-in show, *Haps' Point After*, hosted by Haps Glaudi. The station also has a weekly Tuesday 6:30-7 p.m. broadcast with the team's head coach, Jim Mora, and a weekly Wednesday 6:30-7 p.m. show with general manager Jim Finks.

The station said it has reached 90% of its projected sales, with national sponsors including Budweiser, All State insurance, Chevron/Gulf and Stroh's. Other advertisers include Louisiana Nissan Dealers and local sponsors such as Goodyear, Popeye's and area supermarket chains, banks, hotels, shopping centers and auto suppliers. The station's game broadcasts go to a network of 60 stations in Louisiana, Mississippi, Alabama, Texas and Florida.

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Group W's KPIX(TV) San Francisco is producing three live preseason **San Francisco 49ers** games this year under its rights contract with the team. CBS preempted the fourth game with the Los Angeles Raiders, but it made little difference to KPIX or its viewers since KPIX is a CBS affiliate. Announcers are Wayne Walker, who will handle the play-by-play, and Bill Ring, who will handle the color.

Radio coverage of the 49ers changed hands before last season, moving from KCBS(AM) to KGO(AM), which is now in the second year of a three-year contract. KGO will offer two hours of coverage before the kickoff: *49ers Preview* will start the coverage; *Today's Matchups* will compare technique; *Coach's Corner* will feature the 49ers coach; *49er Closeup* will profile players and coaches; *The Other Guys* will profile opposing team members, and *49er Countdown* will precede the kickoff. Major sponsors are Anheuser-Busch, Farmer's Insurance, Chevron, Jeep/Eagle Dealers, Pacific Gas & Electric, First Nationwide Bank, True Value and Payless. The station reported sales well ahead of last year's.